AMENDMENT TO THE SPECIFICATION

Please replace the below-noted Paragraph as indicated:

[0035] The advertisement sampling system 220 uses the anonymous traffic data to determine which URLs to include in the sample retrieved from the Web server 112. The advertisement sampling system 220 contacts the Web server 112 through the Internet 100 to retrieve a URL 114, 116, 118 and extract the advertisements therein along with the accompanying characteristics that describe the advertisements. ~~The success rate for retrieval of creatives is high. Analysis indicates that the present invention captures over 95% of creatives served.~~ The advertisement sampling system 220 stores these advertisement characteristics in the database 200. The advertisement sampling system 220, for example, Online Media Network Intelligent Agent Collection ("OMNIAC"), or the Cloudprober, repeatedly probes prominent[.] Web sites, extracts advertisements from each Web page returned by the probe and classifes the advertisements in each Web page by type, technology and advertiser.